DOD EMALL

Overview

For the Parts Management

7-24-07

DOD EMALL Mission

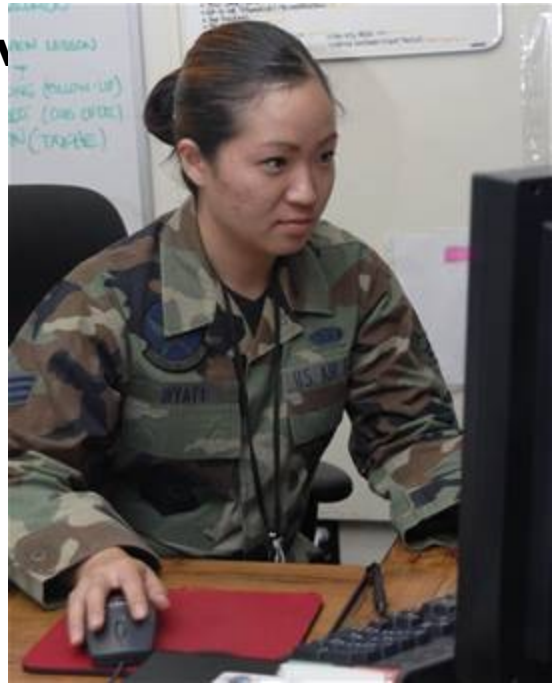
- The DOD EMALL is a full service eCommerce site which strives to be the single entry point for purchasers to find and acquire off-the-shelf, finished goods and services from the commercial marketplace and government sources.

- The DOD EMALL provides a collaborative commerce tool to order facility services on 110 bases world-wide.

- The DOD EMALL is fully integrated in the DLA Business Systems Modernization System, providing order status and Supportability Analysis on all orders placed with the DLA.

DOD EMALL Features

- **Provides the most robust internet ordering solution offered to the Federal Government today.**
- **The DOD EMALL solution set includes:**
  - **Broadest possible range of supplies and services from DLA and GSA sources**
  - **Supports Contract from all Serv**
  - **Advanced search capabilities**
  - **Specialty Stores**
  - **Detailed item descriptions**
  - **Payment/Shipping Options**
  - **Order Management**
  - **Collaborative Commerce**
  - **DLA Order status tracking**
  - **Supportability Analysis**
  - **Service Policy Edits**
  - **24/7 Help Desk 1-877-DLA-CALL**



High Level Operational Concept

Program Management Office

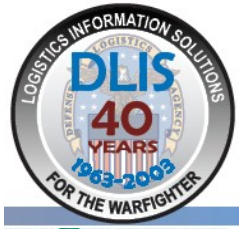
Military Service Monitors

DLA Defense Supply Centers (DSC)

Government Contractors

Government Authorized Users

Other Product Catalog Information Providers
- DoD/Military Service Agency
- Third Party Catalog Hosts



Vendor CCR Information

Materiel Supply Agreements

Product Catalog Information

EMall Sales & Transaction Reports

User Registration Information

Supply Catalog Information

Government Sponsorship Information

Supply Quotation Information

Order Information

Order Status information

Order Shipment Status

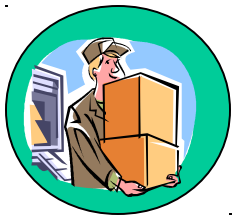
EMall Supplier Account Information

GSA Supply Contract Information

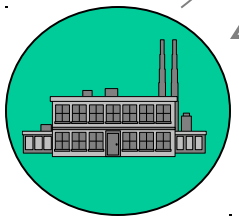
Order/Payment Process Information

Order Payment information

Product Catalog Information



Commercial Shipping Companies



Manufacturers & Suppliers

Department of Treasury & Other Government Finance Offices

OV-1
Final Version 1.**1**
August 06

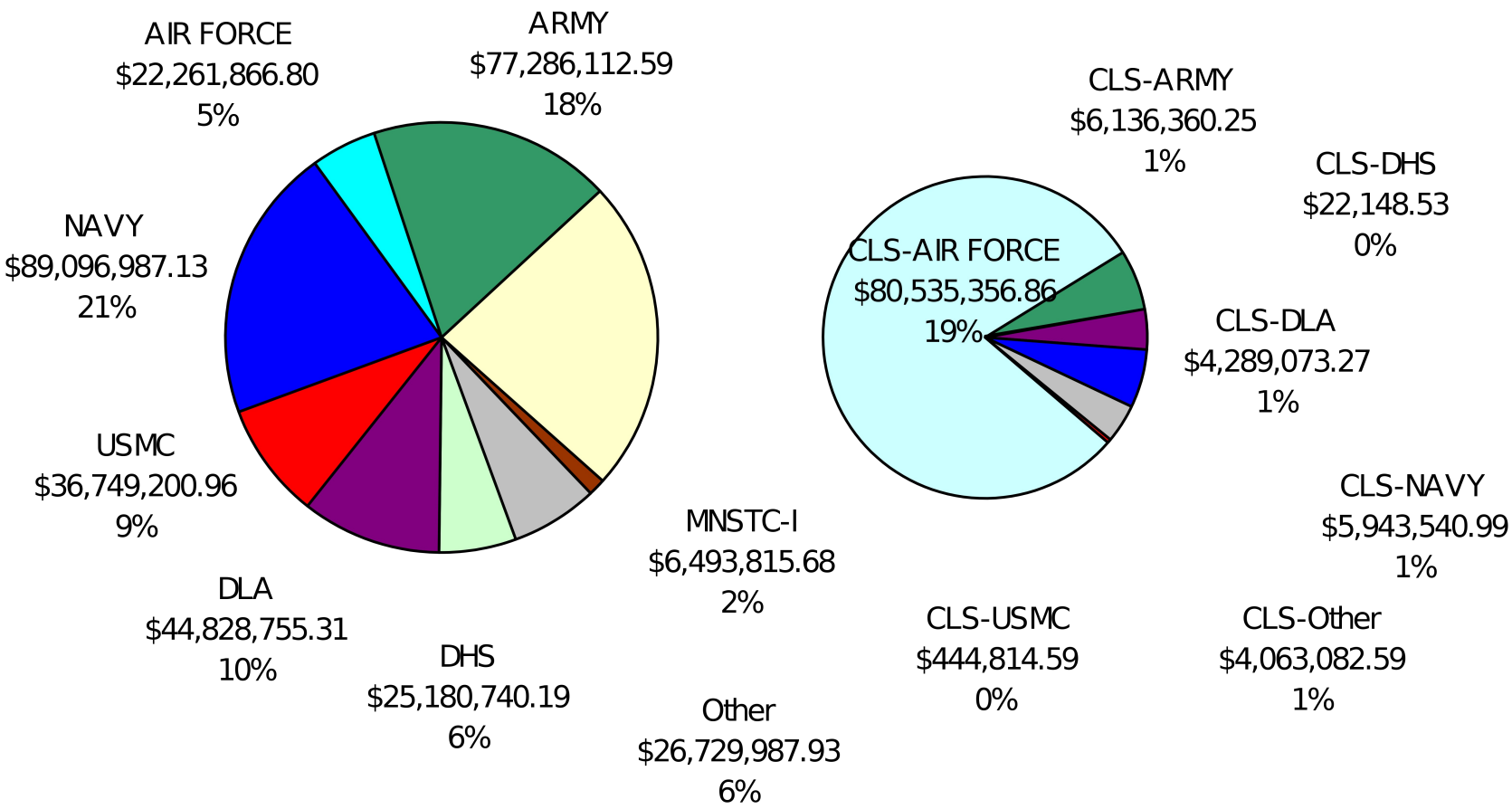
Customers

- **Users Activities**
  - **102 Agencies including DOD (Regular Service, Guard, Reserves, ROTC), DHS, other Civil Agencies**
  - **43,413 (5/1/07) active users**
  - **20,624 Orderers**

- **User Locations**
  - **5,800+ unique Zip Codes**
  - **110 Bases World-wide for NAVFAC Services**

- **Target User Base**
  - **DOD Users requiring Government Wide Contracts**
  - **Non-traditional DOD Customers**
    - **Government Contractors ordering for PBL/CLS contracts**
    - **Department of Home Land Security Agencies**
    - **Other Government Agencies**
    - **State Governments for 1122 program**

Sales by Agency – through Jun07 - $444M



DOD EMALL Stats

- Over 1450 vendor catalogs
- Over 31 million individual items
  - 4.5 M NSNS
  - 26 M Commercial Part Numbers
- Many, many duplicate and like items for sale from competing vendors
- How can we help our buyers find the items that they want?

Data Standardization First Steps

- Obtain better item descriptions from vendors
- Mechanically analyze EVERY catalog item from EVERY vendor
- Categorize each catalog item
  - so that pens are pens, not folders
- Extract definitive attributes for each item
  - all like items are displayed
- Improve Search Engine capabilities
  - Search by categories
  - Search by attributes

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Future Processes – Step 1

- DOD EMALL Analyzes Each Catalog
  - Standardized Item Names Derived
  - Attributes/Characteristics Extracted from Descriptions
  - FCS (Federal Cataloging System) and eOTD Format (ECCMA Open Technical Dictionary)
  - Data Becomes Part of DOD EMALL
    - Customer Ability to Search by Commodity and Characteristics
  - Names, Attributes, Search needs to be integrated
  - Master Data File to be integrated as part of DOD EMALL production process

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Future Processes – Step 2

- DOD EMALL Returns Catalog to Vendor
  - Requests Review for Accuracy
  - Suggests Future Catalog Submissions in eOTD Format
- Vendor Analyzes Classification and Attributes
  - Provides Corrections
  - Returns Catalog to DOD EMALL
- DOD EMALL Reviews and Reloads Catalog with Improved data

Master Data File (MDF) Work Done to Date

- Setup an inline MDF generation process that:
  - gets catalog data from the commercial vendor
  - validates data quality (checks that manufacturer name is indeed a manufacturer name and not a product description, etc)
  - classifies, extracts attributes (including Environmental Attributes)
  - assigns to MDF Group that is a group of items with the same standard manufacturer name and part number
  - identifies part number to NSNs matches
  - produces an output for search engine use

Developing interest in MDF

Combined with NSN data – MDF is one of the largest part knowledge bases in the world > 38M items and growing

- **DOD EMALL:**
  - **Shopping cart optimization (Potential savings of >10%)**
  - **Search Engine – More defined product comparisons**

- **DLA HQ / DSPO / LMI - DSCR:**
  - **MDF for price reasonableness**
  - **GIDEP – matching cancelled parts to DOD EMALL**
  - **Procurement Automated Contract Evaluation (PACE)**
  - **Backorder reduction**
  - **Strategic Sourcing**

- **Implementation as a production process is delayed pending funding.**

Conclusion

Opportunities:

DOD EMALL has great potential as a support vehicle for the Parts Community

- Commercial equivalents to NSNs
- Support specific contracts for Part Community
- Support collaborative commerce for unpriced items

Challenges:

DOD EMALL standardization work currently on hold due to funding constraints.